

Business Insights from EDA

Customer Analysis

1. South America has the highest number of customers (59), followed by Europe (50) and North America (46). This indicates potential market focus for product targeting in South America.
2. Customer signups peaked in recent years, reflecting growing interest in the platform.

Product Analysis

1. Top-selling products include ActiveWear Jacket, HomeSense Desk Lamp, and TechPro Headphones. Businesses can increase inventory and promotions for these products.
2. Revenue is driven mainly by categories such as Electronics and Home Essentials, indicating these are key areas of demand.

Transaction Analysis

1. Transactions peaked in January 2024, suggesting holiday or promotional effects. Leveraging such trends can boost seasonal sales.
2. South America contributes the highest revenue (\$219,352.56), followed by Europe. Focusing marketing efforts on these regions may yield higher returns.
3. The average transaction value is \$689.99, indicating customer willingness to spend on high-value items.